



emami* limited

To,
The Secretary,
National Stock Exchange of India Ltd.
Plot no. C/1, G Block
Bandra Kurla Complex
Bandra (E)
Mumbai - 400 051

May 6, 2017

The Secretary,
The Bombay Stock Exchange Ltd.
Limited, Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai - 400 001.

The Secretary,
The Calcutta Stock Exchange
7, Lyons Range,
Kolkata-700001

Dear Sir,

Sub: Press release

Enclosed please find the Press Release issued in relation to audited Financial Results of the Company for the Fourth Quarter and Year Ended 31st March 2017.

This is for your information and record.

Thanking You,

Yours faithfully,
For Emami Limited,

A. K. Joshi
Company Secretary & VP-Legal
Encl: a/a

Year: 2016-17

Turnover: ₹ 2,533 cr
Cash Profit: ₹ 649 cr

One of the fastest home-grown FMCG Company in India with a 13% CAGR in topline for past 5 years

Power Brands- Boroplus Antiseptic cream, Navratna Oil, Zandu Balm, Fair and Handsome and Kesh King are market leaders in India in their respective categories

Brand Ambassadors- Amitabh Bachchan, Pt Birju Maharaj Shah Rukh Khan, Hrithik Roshan, Shahid Kapur Madhuri Dixit, Kareena Kapoor, Yami Gautam, Kangana Ranaut, Shilpa Shetty, Sonakshi Sinha, Shruti Haasan, Juhi Chawla, Sachin Tendulkar, Surya, Jr. NTR, Sania Mirza among others

Covers more than 40 lac retail outlets across India through 3,200 distributors

Forbes India , ranked Mr. R.S. Agarwal and Mr. R.S. Goenka – founders of Emami Group as 84th Richest Persons in India. However, if considered one, the ranking would go upto 38th position.

Listed among the Fortune 500 India's largest corporations by profitability

Listed among the SUPER 50 by Forbes India in 2015 & 2016

Among Asia's 'Best Under A Billion' 2011 companies by Forbes Magazine

Rated (by CARE & CRISIL) A1+ (highest rating) for short-term borrowings, signifying highest safety; and AA+ for long-term borrowings.

Mr Mohan Goenka, Director, Emami Limited said:

“This quarter, our domestic sales growth at 3% has been relatively satisfactory which has taken the business growth up to 6% in FY17. Last quarter, liquidity crunch and sales channel disruption impacted the offtake of some of our brands in the domestic market. In face of this, we have initiated a massive distribution restructuring to reduce our dependence on the wholesale network and go for direct retail. This year we have been successful to garner a direct reach of 7.3 lac outlets from last year’s network of 6.4 lacs outlets which we target to scale up to a coverage of 8 lacs outlets by the end of next financial year. International business scenario, with an exception of Bangladesh and SAARC countries, continues to be challenging due to certain geo-political situation particularly in Middle East and Africa.”

Mr Harsha V Agarwal, Director, Emami Limited said:

“Notwithstanding cautious market sentiment post the demonetization drive, we are happy to announce a modest quarter performance as compared to the overall muted industry environment. While all our Power brands performed satisfactorily in this quarter, new brands like HE have doubled its revenue growth. We are bullish on HE becoming a major force in the men’s grooming segment and as part of expanding the brand portfolio, we have just launched India’s first waterless facewash - ‘HE On The Go’, a category creator. We will continue investing in both our power brands and newer brands based on their growth potential.

Commissioning of the first phase of our new plant in Pacharia, Assam is another major highlight for the Company in this quarter. On final commissioning of the installed annual production capacity of 90,000 MT, the Pacharia plant is expected to be one of the top 5 plants in this category in the country.”

AWARDS

Awarded the “**CSR Leadership Award**”- for “*Support & Improvement in Quality of Education*” at the World CSR Congress, in partnership with ABP News.

Ranked at **291st position** (PY: 326) among 1000 domestic companies in the **BS 1000** ranking by Business Standard.

Ranked at the **90th position** in the **FE 1000 2016** ranking (in terms of Market Capitalization) by Financial Express.

About Emami Ltd

Emami: (NSE: Emami Ltd, BSE: 531162) Emami Ltd, founded in 1974, is one of India’s leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products.



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With over 300 diverse products, Emami's portfolio includes trusted power brands like Navratna, BoroPlus, Fair & Handsome, Zandu Balm & Mentho Plus. In 2015, the Company acquired the business of 'Kesh King' and forayed into the Ayurvedic hair & scalp care segment. Emami products are available in over 4 million retail outlets across India through its network of 3,200+ distributors and its global footprint spans over 60 countries including GCC, Europe, Africa, CIS countries & the SAARC.

Emami has maintained a CAGR turnover of 13% over the last 5 years through its consistent business performance. Emami is well known for its aggressive marketing powered by celebrity endorsements like Amitabh Bachchan, Shah Rukh Khan, Hrithik Roshan, Shahid Kapoor, Madhuri Dixit, Kareena Kapoor Khan, Kangana Ranaut, Yami Gautam, Juhi Chawla, Shruti Haasan, Shilpa Shetty, Bipasha Basu, Sonakshi Sinha, Parineeti Chopra, Mahendra Singh Dhoni, Sourav Ganguly, Mary Kom, Saina Nehwal, Sushil Kumar, Sania Mirza etc over the years.

With a market cap of around Rs. 24,000 cr, Emami Ltd is the flagship Company of the diversified Emami Group.

Please visit www.emamilted.in for further information.

For further information, please contact :

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